

State of Wisconsin
DEPARTMENT OF NATURAL RESOURCES
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Tony Evers, Governor
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October 16, 2023

Edward A. Blazel
Assembly Chief Clerk
17 West Main Street #401
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Richard Champagne
Acting Senate Chief Clerk
B20 South East, State Capitol
Madison, Wisconsin 53707

SUBJECT: FY 2023 Promotional Activities Report

Pursuant to s. 23.165(6) of the Wisconsin Statutes, this report details the activities, receipts and disbursements for promotional activities for the fiscal year ending June 30, 2023.

Under section 23.165(3) of the Wisconsin statutes, the Department “*may promote, through the sale of merchandise or otherwise, advertise or otherwise publicize department programs, department publications, and all properties, lands, facilities, waterways, projects and other areas subject to the jurisdiction or control of the department.*”

Receipts from promotional activities in the Department are credited to appropriation s. 20.370 (8)(ir), which includes “*all moneys received from subscriptions and other revenues generated by promotional activities, photographs, slides, videotapes, artwork, publications, magazines and other periodicals, except the Wisconsin natural resources magazine, to be used for these promotional activities, photographs, slides, videotapes, artwork, publications and magazines and for educational and informational activities concerning conservation and the environment.*”

In FY 2023, the Department collected a total of \$172,039 in revenue, while incurring a total of \$176,489 in expenses, leaving a cash balance of \$454,944 that has carried forward to FY 2024. Financial activity throughout the year was primarily attributable to the purchase and sale of merchandise at the Kettle Moraine State Forest—Southern and Lapham Peak Units.

Please contact Paul Neumann at (608) 266-0818 or at paul.neumann@wisconsin.gov if you have any questions.

Sincerely,

For Adam Payne
Secretary